

Exhibit 26

(Excerpt)

In the Matter Of:

United States of America v

Google, LLC

PAUL ROBERT MILGROM, PH.D.

March 04, 2024



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<p>Page</p> <p>1 A. Okay.</p> <p>2 Q. You cite it in Paragraph 453 in the</p> <p>3 first sentence.</p> <p>4 Do you see that?</p> <p>5 A. Yep.</p> <p>6 Q. Have you reviewed the methodology</p> <p>7 of this Advertiser Perceptions survey about UPR?</p> <p>8 A. I have not, no.</p> <p>9 Q. How many surveys have you designed?</p> <p>10 A. I have never designed a survey.</p> <p>11 Q. Do you have any specialized</p> <p>12 expertise in survey design?</p> <p>13 A. I do not have specialized expertise</p> <p>14 in survey design.</p> <p>15 Q. Which people answered questions in</p> <p>16 response to the Advertiser Perceptions survey?</p> <p>17 A. Well, let's see what I report here.</p> <p>18 (Whereupon, the witness reviews the</p> <p>19 material provided.)</p> <p>20 THE WITNESS: Yes. I don't have</p> <p>21 that information. I don't have any</p> <p>22 details about the survey in front of me.</p>	<p>Page</p> <p>1 Q. You're aware that UPR was</p> <p>2 instituted at the same time as several other</p> <p>3 changes, including the shift to the Unified</p> <p>4 First-Price Auction and the removal of last look?</p> <p>5 A. That the Unified First-Price</p> <p>6 Auction removes last look -- yes. I don't</p> <p>7 consider that a separate change but, yes, the --</p> <p>8 the UPR and UFPA were introduced simultaneously.</p> <p>9 Q. It might be difficult for a</p> <p>10 publisher to figure out the impact that UPR had</p> <p>11 on its business when other changes happened at</p> <p>12 the same time?</p> <p>13 ATTORNEY EWALT: Objection to</p> <p>14 form.</p> <p>15 THE WITNESS: Well, from the --</p> <p>16 that UPR had on its business?</p> <p>17 Well, there's several changes</p> <p>18 going on at the same time. And -- and</p> <p>19 exactly -- I don't have the questions in</p> <p>20 front of me that were being answered, so</p> <p>21 I -- I really can't say more about it.</p> <p>22</p>
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<p>Page</p> <p>1 BY ATTORNEY VERNON:</p> <p>2 Q. Do you know whether Google had a</p> <p>3 role in designing the questions about UPR in the</p> <p>4 Advertiser Perceptions study -- survey?</p> <p>5 A. I do not require -- I do not recall</p> <p>6 -- don't recall any details, actually, about the</p> <p>7 -- the survey.</p> <p>8 Q. Is it fair to say that you have not</p> <p>9 closely studied the Advertiser Perceptions survey</p> <p>10 that relates to UPR?</p> <p>11 ATTORNEY EWALT: Objection to</p> <p>12 form and foundation.</p> <p>13 THE WITNESS: I have not closely</p> <p>14 studied. I'm merely citing its result.</p> <p>15 BY ATTORNEY VERNON:</p> <p>16 Q. I'm sorry. Can you say that --</p> <p>17 okay. I get it.</p> <p>18 You described a survey as</p> <p>19 indicating that 4 percent of respondents</p> <p>20 described UPR as having a negative impact on</p> <p>21 their business?</p> <p>22 A. Yes.</p>	<p>Page</p> <p>1 BY ATTORNEY VERNON:</p> <p>2 Q. Is it fair to say that it might be</p> <p>3 difficult for a publisher to figure out the</p> <p>4 impact that UPR had on its business when other</p> <p>5 changes happened at the same time?</p> <p>6 A. I -- I think that what is going on</p> <p>7 with UPR and UFPA taking place at the same time</p> <p>8 is -- if you looked at my analysis, is that UPR</p> <p>9 protected advertisers. UP- -- UFPA was directly</p> <p>10 beneficial to publishers. Google's running an</p> <p>11 exchange, and these things are -- it -- it is</p> <p>12 trying to do something that is -- that is</p> <p>13 beneficial and being demanded by publishers</p> <p>14 without harming its advertisers.</p> <p>15 The -- whichever way you read this,</p> <p>16 the -- the benefit to advertisers was important,</p> <p>17 and the -- the -- the benefit -- it's an</p> <p>18 exchange. Benefiting advertisers and publishers</p> <p>19 was important. And this package, if you had</p> <p>20 taken it away, would have been harmful to</p> <p>21 advertisers.</p> <p>22 And we want to know if it's harmful</p>